

# NHTSA 2011 Communications Calendar

January 2011							February 2011							March 2011							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	
						1			1	2	3	4	5			1	2	3	4	5	
2	3	4	5	6	7	8	6	7	8	9	10	11	12	6	7	8	9	10	11	12	
9	10	11	12	13	14	15	13	14	15	16	17	18	19	13	14	15	16	17	18	19	
16	17	18	19	20	21	22	20	21	22	23	24	25	26	20	21	22	23	24	25	26	
23 30	24 31		25	26	27	28	27	28						27	28	29	30	31			
April 2011							May 2011							June 2011							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	
					1	2	1	2	3	4	5	6	7				1	2	3	4	
3	4	5	6	7	8	9	8	9	10	11	12	13	14	5	6	7	8	9	10	11	
10	11	12	13	14	15	16	15	16	17	18	19	20	21	12	13	14	15	16	17	18	
17	18	19	20	21	22	23	22	23	24	25	26	27	28	19	20	21	22	23	24	25	
24	25	26	27	28	29	30	29	30	31					26	27	28	29	30			
July 2011							August 2011							September 2011							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	
					1	2			1	2	3	4	5	6					1	2	3
3	4	5	6	7	8	9	7	8	9	10	11	12	13	4	5	6	7	8	9	10	
10	11	12	13	14	15	16	14	15	16	17	18	19	20	11	12	13	14	15	16	17	
17	18	19	20	21	22	23	21	22	23	24	25	26	27	18	19	20	21	22	23	24	
24 31	25	26	27	28	29	30	28	29	30	31				25	26	27	28	29	30		
October 2011							November 2011							December 2011							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	
						1			1	2	3	4	5					1	2	3	
2	3	4	5	6	7	8	6	7	8	9	10	11	12	4	5	6	7	8	9	10	
9	10	11	12	13	14	15	13	14	15	16	17	18	19	11	12	13	14	15	16	17	
16	17	18	19	20	21	22	20	21	22	23	24	25	26	18	19	20	21	22	23	24	
23 30	24 31	25	26	27	28	29	27	28	29	30				25	26	27	28	29	30	31	
Note: Calendar dates and themes are subject to change.														Jan. 2012 1 2							

January 31 – February 6, 2011

Super Bowl Sunday  
IMPAIRED DRIVING  
Primary Message: Fans Don't Let Fans Drive Drunk

March 8 – 17, 2011

St. Patrick's Day  
IMPAIRED DRIVING  
Primary Message: Friends Don't Let Friends Drive Drunk  
Social Media: Twitter Party

April 2011

National Distracted Driving Awareness Month

May 2011

Motorcycle Safety Awareness Month  
Primary Message: Motorists and Motorcyclists Share the Road  
Bicycle Safety Month  
Primary Message: Make Bicycling Safe for Riders of ALL Ages

May 23 – June 5, 2011

Click It or Ticket  
National Enforcement Mobilization  
OCCUPANT PROTECTION  
Primary Message: Click It or Ticket

June 20, 2011

National Ride to Work Day  
MOTORCYCLE SAFETY  
Message: Share the Road with Motorcycles

June 19 – July 4, 2011

Fourth of July  
IMPAIRED DRIVING  
Primary Message: Drunk Driving. Over the Limit. Under Arrest.

August 2011

Back to School Safety  
Primary Message: Walk, Bike, and Ride to School Safely!

August 19 – September 5, 2011

Impaired Driving  
National Enforcement Crackdown  
Primary Message: Drunk Driving. Over the Limit. Under Arrest.

September 18 – 24, 2011

Child Passenger Safety Week  
National Seat Check Saturday (September 24)  
OCCUPANT PROTECTION  
Twitter Party: Child Passenger Safety

October 2011

International Walk to School Month

October 16 – 22, 2011

National Teen Driver Safety Week  
OCCUPANT PROTECTION

October 25 – November 1, 2011

Halloween  
IMPAIRED DRIVING  
Primary Message: Buzzed Driving Is Drunk Driving

November 14 – 27, 2011

Thanksgiving Holiday Travel  
OCCUPANT PROTECTION  
Primary Message: Buckle Up America. Every Trip. Every Time.

November 27 – December 11, 2011

Holiday Season  
IMPAIRED DRIVING  
Primary Message: Buzzed Driving Is Drunk Driving  
Twitter Party: Buzzed Driving Is Drunk Driving

December 16, 2011 – January 2, 2012

Holiday Season  
IMPAIRED DRIVING  
Primary Message: Drunk Driving. Over the Limit. Under Arrest.  
TV Road Block